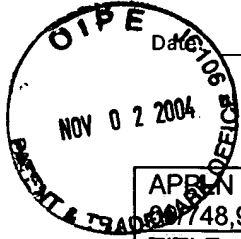


I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the U.S. Patent and Trademark Office: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

PATENT



Date

10/29/04

Patti Hespell
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPL. NO. 09/748,949	FILING DATE 27 DECEMBER 2000	FIRST NAMED INVENTOR FLICKINGER	ATTY. DKT. NO. T721-13
TITLE ADVERTISING FILTERING AND STORAGE FOR TARGETED ADVERTISEMENT SYSTEMS		ART UNIT 2611	EXAMINER SHELTON, BRIAN K.

Assistant Commissioner for Patents
Arlington, VA 22313

AMENDMENT

This Amendment is being submitted in response to the Office Action mailed July 23, 2004, the current response date being extended one month to November 23, 2004 with a one month extension submitted herewith. Please enter the following amendments and consider the following remarks.

11/03/2004 EAREGAY1 00000032 501535 09748949

02 FC:2201 132.00 DA
03 FC:2202 234.00 DA